



WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

WSOC-TV

## Contract # 336636

Schedule Dates 10/13/12-10/22/12

Advertiser Pol/Iss/NC Supreme Court Race (17043)

Agency Innovative Advertising (2144)

Product Political - Issue (1068)

Brand 1000 NC SUPR CT (139526)

Salesperson Telerep/Philadelphia, Philadelphia (1057)

Sales Office Telerep/Philadelphia

Buyer Name GUERRA, HEIDI

Phone/Fax /

CPE 1000

Account Types National/Political

Billing Type Standard

Comments NC SUPREME COURT

\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

## Charlotte (WSOC)

By Broadcast Month

Oct. 2012

Grand Total:

Spots

115

115

Rate

\$134,150.00

\$134,150.00

Date Entered 10/12/12  
Last Modified 10/17/12  
Entered By Jill Hipskind  
CO-OP No  
Headline # 06371426  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$20,122.50  
Net Total \$114,027.50  
Sales Tax

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/15/12-10/19/12	3	:30	4:30A-4:59A (EST)	1	X	X	X	X	X			1	\$275.00	\$275.00	Charlotte (WSOC)		10/12/12
2.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	4:30A-4:59A (EST)	5	X	X	X	X	X			5	\$500.00	\$2,500.00	Charlotte (WSOC)		10/12/12
3.0	Normal Line / Spot	10/22/12-10/22/12	3	:30	4:30A-4:59A (EST)	1								1	\$275.00	\$275.00	Charlotte (WSOC)		10/12/12
4.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	5A-5:30A (EST)	10	X	X	X	X	X			10	\$825.00	\$8,250.00	Charlotte (WSOC)		10/12/12
5.0	Normal Line / Spot	10/22/12-10/22/12	2	:30	5A-5:30A (EST)	2								2	\$825.00	\$1,650.00	Charlotte (WSOC)		10/12/12
6.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	5:30A-6A (EST)	1	X	X	X	X	X			1	\$700.00	\$700.00	Charlotte (WSOC)		10/12/12
7.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	5:30A-6A (EST)	5	X	X	X	X	X			5	\$700.00	\$3,500.00	Charlotte (WSOC)		10/12/12
8.0	Normal Line / Spot	10/22/12-10/22/12	2	:30	5:30A-6A (EST)	1								1	\$700.00	\$700.00	Charlotte (WSOC)		10/12/12
9.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	7A-8A (EST)	5	X	X	X	X	X			5	\$1,700.00	\$8,500.00	Charlotte (WSOC)		10/12/12
10.0	Normal Line / Spot	10/22/12-10/22/12	2	:30	7A-8A (EST)	1								1	\$1,700.00	\$1,700.00	Charlotte (WSOC)		10/12/12
11.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	8A-9A (EST)	1	X	X	X	X	X			1	\$1,600.00	\$1,600.00	Charlotte (WSOC)		10/12/12
12.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	8A-9A (EST)	5	X	X	X	X	X			5	\$1,600.00	\$8,000.00	Charlotte (WSOC)		10/12/12
13.0	Normal Line / Spot	10/22/12-10/22/12	2	:30	8A-9A (EST)	1								1	\$1,600.00	\$1,600.00	Charlotte (WSOC)		10/12/12
14.0	Normal Line / Spot	10/13/12-10/20/12	2	:30	6A-7A (EST)							1		2	\$500.00	\$1,000.00	Charlotte (WSOC)		10/12/12

## CONFIRMATION CONTRACT

Accepted Agency/Advertiser:	Date:	Accepted Station:	Date:	Comments:
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Innovative Advertising  
403 North Columbia Street  
Covington, LA 70433

# Contract # 336636

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Phone/Fax /

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CO-OP No

Headline # 06371426

Demo

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Package Deal

Commission % 15.00

Commission \$20,122.50

Net Total \$114,027.50

Sales Tax

Charlotte (WSOC)

By Broadcast Month

Oct. 2012

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Billing Type Standard  
Account Types National/Political  
Comments NC SUPREME COURT  
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15.0	Normal Line / Spot	10/13/12-10/13/12	2	:30	7A- 8A (EST)							1		1	\$550.00	\$550.00	Charlotte (WSOC)		10/12/12
16.0	Normal Line / Spot	10/13/12-10/20/12	2	:30	8A- 9A (EST)							1		2	\$800.00	\$1,600.00	Charlotte (WSOC)		10/12/12
17.0	Normal Line / Spot	10/14/12-10/21/12	2	:30	6A- 7A (EST)								1	2	\$450.00	\$900.00	Charlotte (WSOC)		10/12/12
18.0	Normal Line / Spot	10/14/12-10/21/12	2	:30	7A- 8A (EST)								1	2	\$500.00	\$1,000.00	Charlotte (WSOC)		10/12/12
19.0	Normal Line / Spot	10/14/12-10/21/12	3	:30	8A- 9A (EST)								1	2	\$800.00	\$1,600.00	Charlotte (WSOC)		10/12/12
20.0	Normal Line / Spot	10/15/12-10/19/12	3	:30	9A- 10A (EST)		1	X	X	X	X			1	\$500.00	\$500.00	Charlotte (WSOC)		10/12/12
21.0	Normal Line / Spot	10/22/12-10/22/12	3	:30	9A- 10A (EST)		1							1	\$500.00	\$500.00	Charlotte (WSOC)		10/12/12
22.0	Normal Line / Spot	10/15/12-10/19/12	3	:30	9A- 10A (EST)		5	X	X	X	X			5	\$600.00	\$3,000.00	Charlotte (WSOC)		10/12/12
23.0	Normal Line / Spot	10/15/12-10/19/12	3	:30	10A- 11A (EST)		1	X	X	X	X			1	\$600.00	\$600.00	Charlotte (WSOC)		10/12/12
24.0	Normal Line / Spot	10/22/12-10/22/12	3	:30	10A- 11A (EST)		1							1	\$600.00	\$600.00	Charlotte (WSOC)		10/12/12
25.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	10A- 11A (EST)		5	X	X	X	X			5	\$700.00	\$3,500.00	Charlotte (WSOC)		10/12/12
26.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	12P- 1P (EST)		1	X	X	X	X			1	\$650.00	\$650.00	Charlotte (WSOC)		10/12/12
27.0	Normal Line / Spot	10/22/12-10/22/12	2	:30	12P- 1P (EST)		1							1	\$650.00	\$650.00	Charlotte (WSOC)		10/12/12
28.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	12P- 1P (EST)		5	X	X	X	X			5	\$900.00	\$4,500.00	Charlotte (WSOC)		10/12/12

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Date:

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29.0	Normal Line / Spot	10/13/12-10/20/12	2	:30	12P-12:30P (EST)							1		2	\$600.00	\$1,200.00	Charlotte (WSOC)		10/12/12
30.0	Normal Line / Spot	10/14/12-10/21/12	2	:30	12P-12:30P (EST)								1	2	\$625.00	\$1,250.00	Charlotte (WSOC)		10/12/12
31.0	Normal Line / Spot	10/15/12-10/19/12	4	:30	4P-5P (EST)	1	X	X	X	X	X			1	\$850.00	\$850.00	Charlotte (WSOC)		10/12/12
32.0	Normal Line / Spot	10/15/12-10/19/12	4	:30	4P-5P (EST)	5	X	X	X	X	X			5	\$850.00	\$4,250.00	Charlotte (WSOC)		10/12/12
33.0	Normal Line / Spot	10/22/12-10/22/12	4	:30	4P-5P (EST)	1								1	\$850.00	\$850.00	Charlotte (WSOC)		10/12/12
34.0	Normal Line / Spot	10/15/12-10/19/12	3	:30	5:30P-6P (EST)	1	X	X	X	X	X			1	\$1,700.00	\$1,700.00	Charlotte (WSOC)		10/12/12
35.0	Normal Line / Spot	10/15/12-10/19/12	3	:30	5:30P-6P (EST)	5	X	X	X	X	X			5	\$1,700.00	\$8,500.00	Charlotte (WSOC)		10/12/12
36.0	Normal Line / Spot	10/22/12-10/22/12	3	:30	5:30P-6P (EST)	1								1	\$1,700.00	\$1,700.00	Charlotte (WSOC)		10/12/12
37.0	Normal Line / Spot	10/15/12-10/19/12	3	:30	6P-6:30P (EST)	1	X	X	X	X	X			1	\$2,000.00	\$2,000.00	Charlotte (WSOC)		10/12/12
38.0	Normal Line / Spot	10/15/12-10/19/12	3	:30	6P-6:30P (EST)	5	X	X	X	X	X			5	\$2,000.00	\$10,000.00	Charlotte (WSOC)		10/12/12
39.0	Normal Line / Spot	10/22/12-10/22/12	3	:30	6P-6:30P (EST)	1						1		1	\$2,000.00	\$2,000.00	Charlotte (WSOC)		10/12/12
40.0	Normal Line / Spot	10/13/12-10/20/12	2	:30	7P-7:30P (EST)									1	\$900.00	\$900.00	Charlotte (WSOC)	Pre-empt/Spot -	10/12/12
40.0.1	Closed Preempt	10/13/12															Charlotte (WSOC)		
41.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	7P-7:30P (EST)	1	X	X	X	X	X			1	\$2,000.00	\$2,000.00	Charlotte (WSOC)		10/12/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

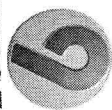
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42.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	7P-7:30P (EST)	5	X	X	X	X	X			5	\$2,000.00	\$10,000.00	Charlotte (WSOC)		10/12/12
43.0	Normal Line / Spot	10/22/12-10/22/12	2	:30	7P-7:30P (EST)	1		X						1	\$2,000.00	\$2,000.00	Charlotte (WSOC)		10/12/12
44.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	7:30P-7:56P (EST)	1	X	X	X	X	X			1	\$2,900.00	\$2,900.00	Charlotte (WSOC)		10/12/12
45.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	7:30P-7:56P (EST)	5	X	X	X	X	X			5	\$2,900.00	\$14,500.00	Charlotte (WSOC)		10/12/12
46.0	Normal Line / Spot	10/22/12-10/22/12	2	:30	7:30P-7:56P (EST)	1		X						1	\$2,900.00	\$2,900.00	Charlotte (WSOC)		10/12/12
47.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	7A-8A (EST)	1	X	X	X	X	X			1	\$1,700.00	\$1,700.00	Charlotte (WSOC)		10/12/12
48.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	5A-5:30A (EST)	2	X	X	X	X	X			2	\$825.00	\$1,650.00	Charlotte (WSOC)		10/12/12
49.0	M/G For 40.0.1 / Spot	10/18/12-10/18/12	6	:30	6:30P-7P (EST)	1					X			1	\$900.00	\$900.00	Charlotte (WSOC)		10/17/12